



An Energy Efficiency Workshop & Exposition

Kansas City, Missouri

Electric Utility Deregulation Local Distribution Company

Susan Davis

Key Account Executive

St. Louis MO





Local Distribution Company

- **Ameren Overview**
- **Deregulation**
- **What can the LDC do?**
- **Future**



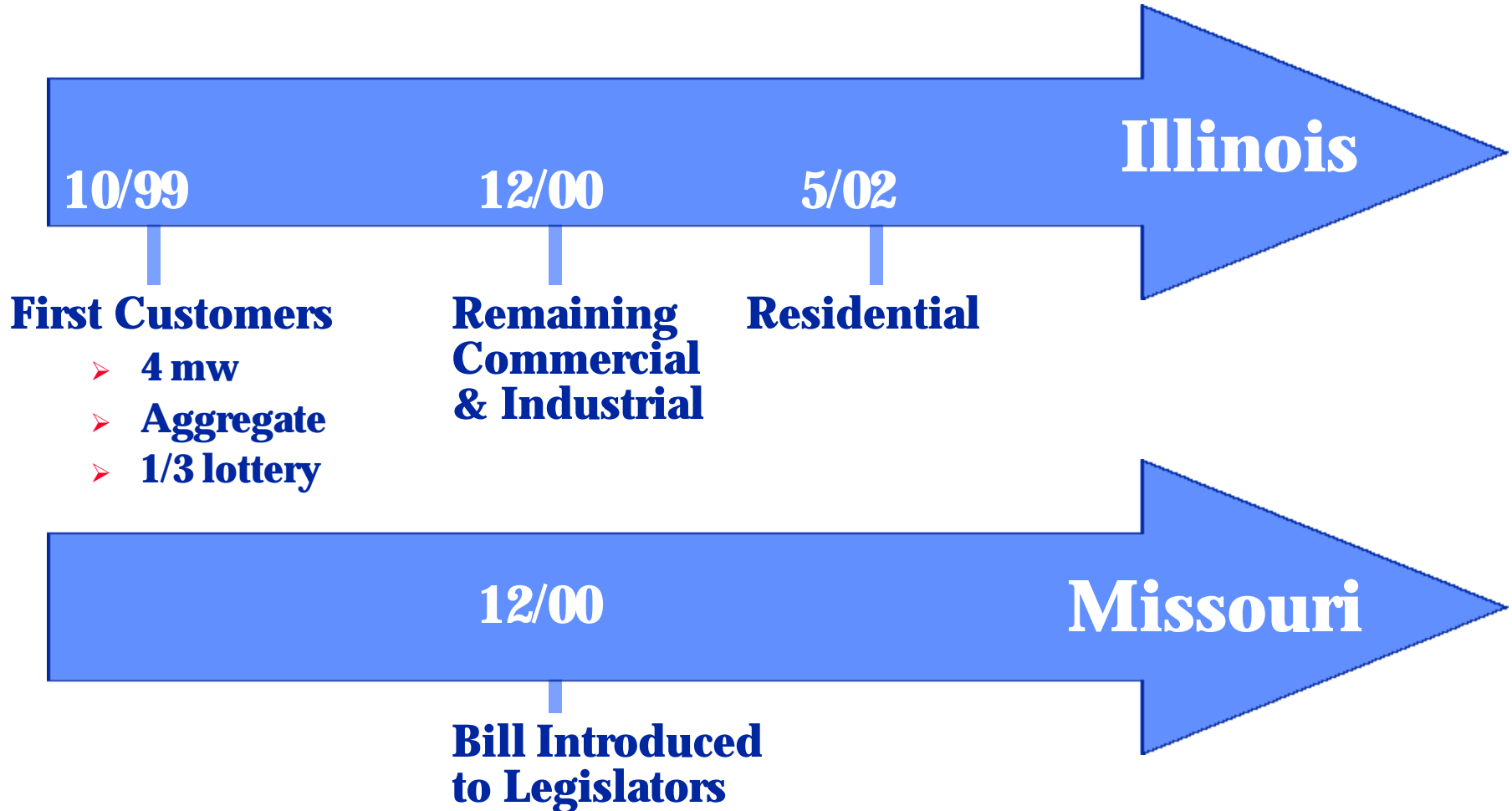
Ameren Overview

- **Spans Two States**
Missouri - Regulated
Illinois - Deregulated
- **Formerly**
Union Electric
Central Illinois Public
Service
- **1.5 M Electric Customers**
- **14 Power Plants**

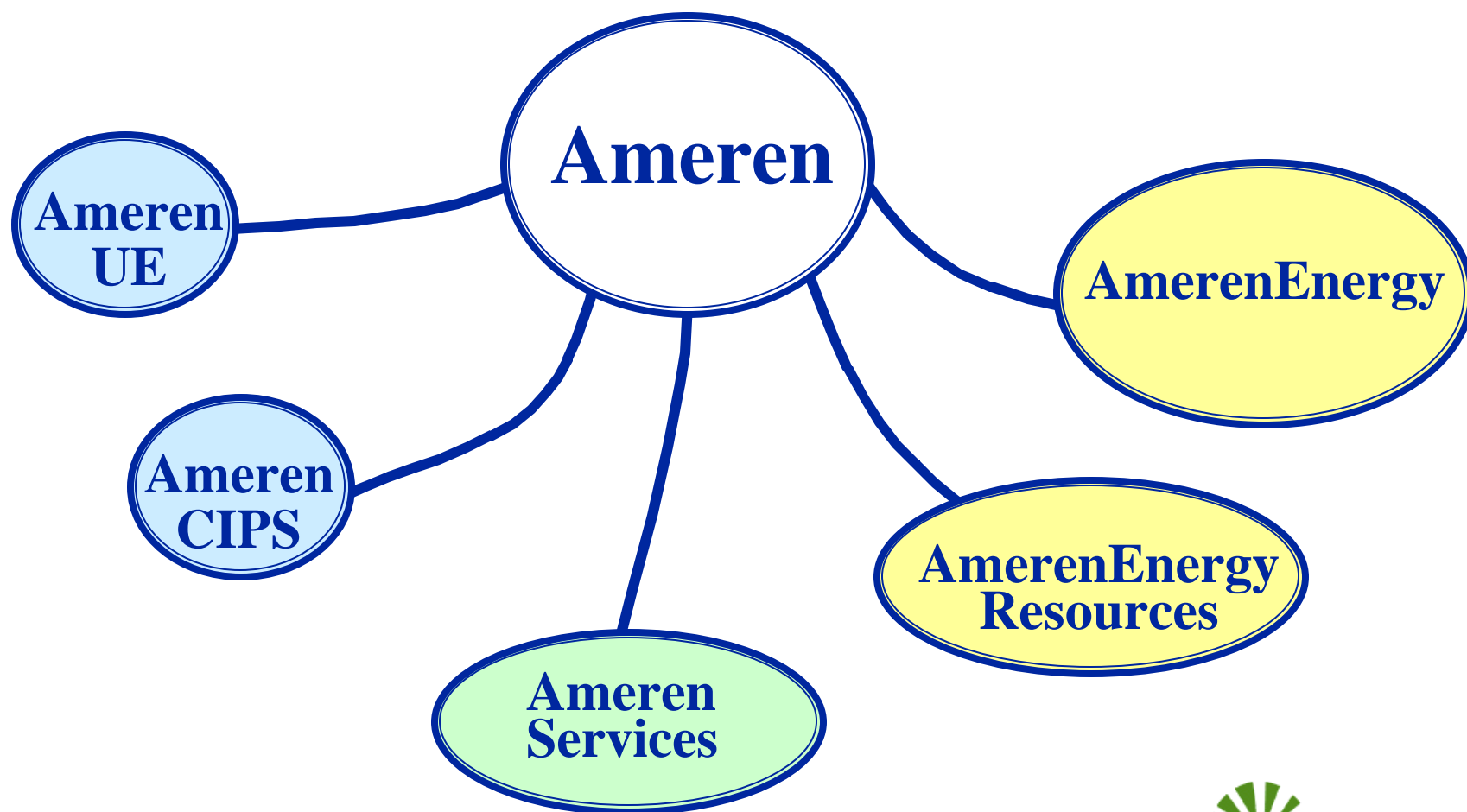




Deregulation Timeline



Ameren Organization





Prepare for Deregulation

○ **What do you need to Know?**

- **Market**
- **Energy Use**
- **Risk**
- **Objectives**



Customer Energy Exchange

- **Customers receive credits by voluntarily reducing usage during peak demand periods**
- **Since 1999**
 - **Over \$1 million in credits**
 - **185 MW committed**
 - **\$100 - \$1,200 MWh**



Customer Energy Exchange

Time Period	Baseline kW	Offer		
		Offered Price/ kWh Reduced	Committed Reduction (kW)	Estimated Credit
12:00- 1:00	N/A	N/A	N/A	N/A
1:00- 2:00	3000	\$.20		
2:00- 3:00	3120	\$.20		
3:00- 4:00	3150	\$.30		
4:00- 5:00	3210	\$.40		
5:00- 6:00	3350	\$.50		
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June 3-6, 2001

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6:00- 7:00	3000	\$.30	1000	\$300
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**Total
Credit
\$1,500**

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Customer Energy Exchange

- **Internet based**
- **Voluntary - No Risk!!!!**
- **Same day or next day**
- **Customers develop curtailment plan**
- **500 kW required**
- **Baseline established - 10 previous business day's usage**
- **Requires interval meter**

- **Ameren pays customer a premium in exchange for the right but not the obligation to call a curtailment.**



Options

- **Customer must curtail**
- **Curtailments: 3 or 5 per week**
- **Duration: 8 or 16 hours**
- **Market strike price: \$250 - \$750/MWh**
- **Premium based on market variables**

Understand Energy Use

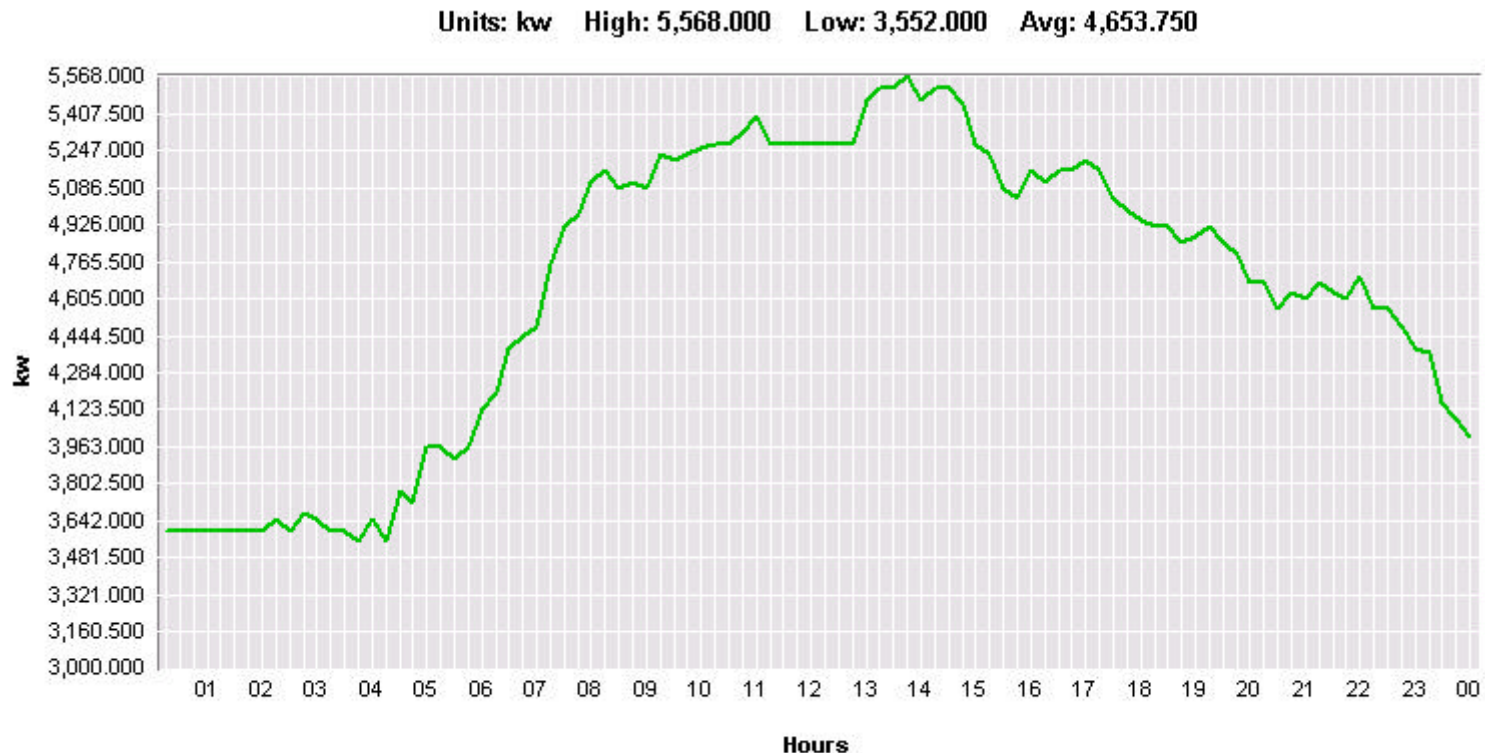


- **A meter information service**
 - **Internet-based**
 - **15 minute data**
 - **Demand, usage, cost**
 - **Can group meters**
 - **Graphical Interface**



Understand Energy Use

Demand - 15 minutes



■ Bridgeton Site (05/14/2001)

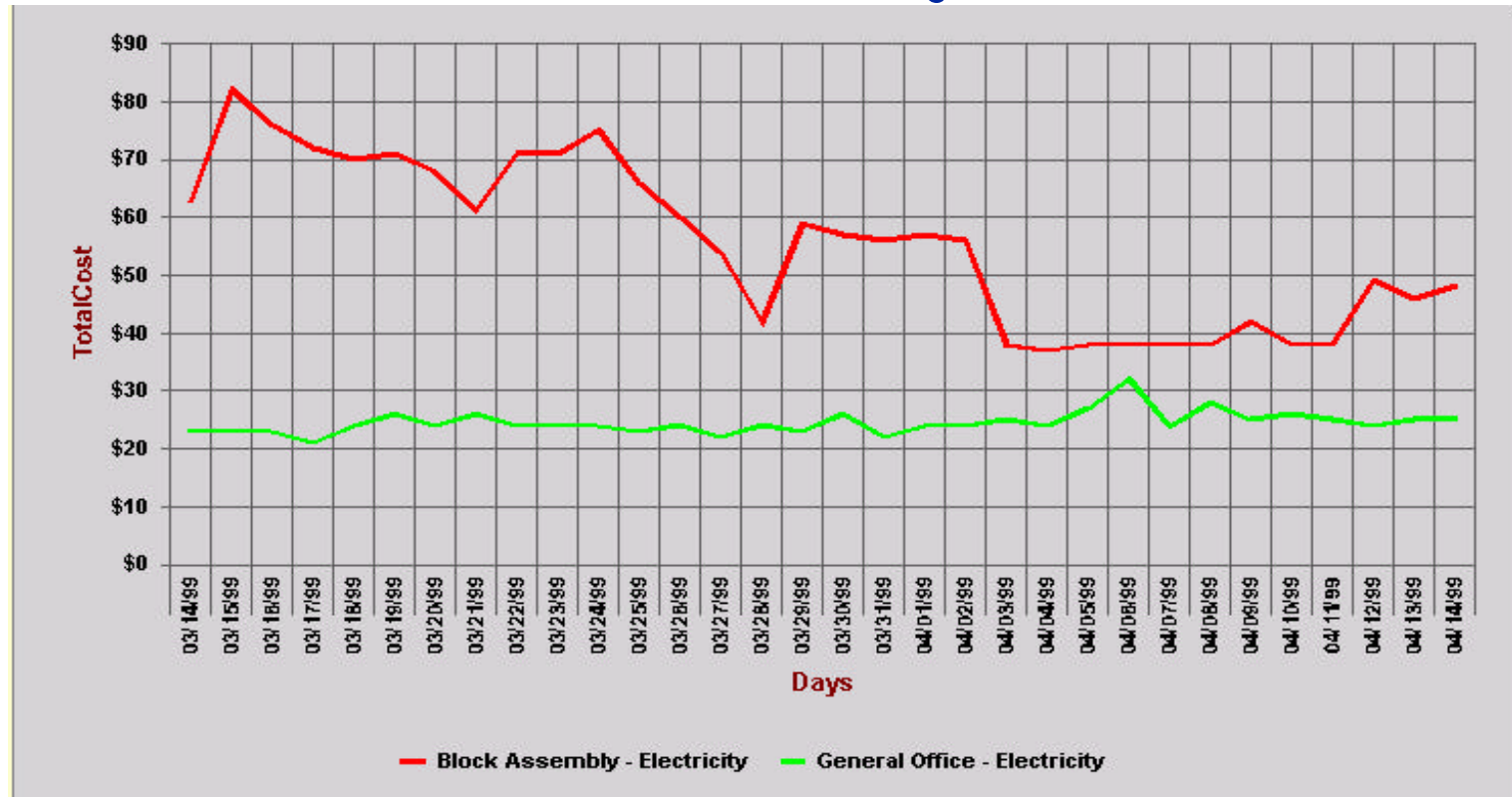


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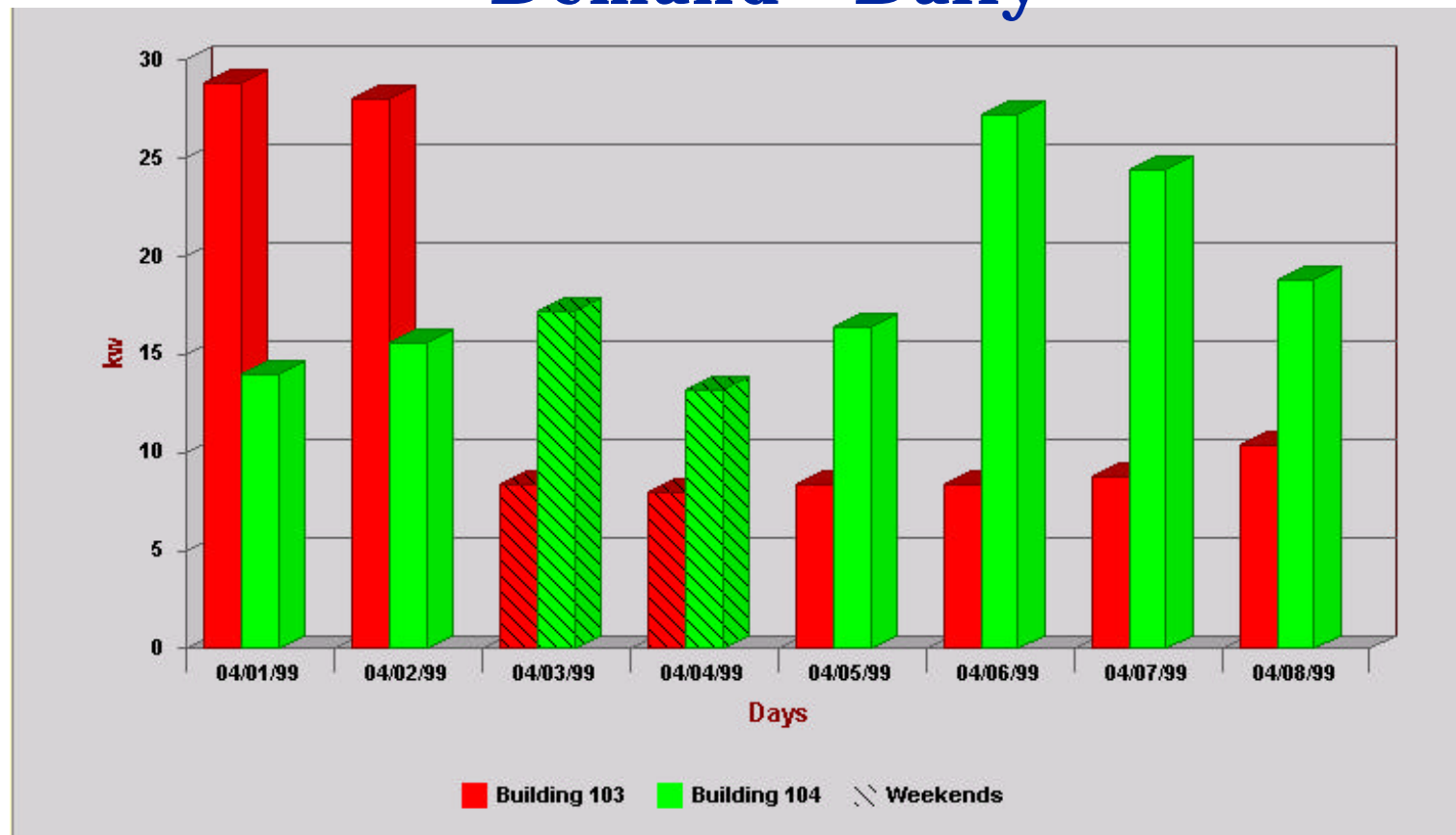
Understand Energy Use

Cost - Daily



Understand Energy Use

Demand - Daily



Understand Energy Use



- **A meter information service**
 - **Alerts**
 - **Report Writer**
 - **Monitors**
 - **Electricity**
 - **Water**
 - **Gas**
 - **Compressed Air**



Knowledge is Power

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Customer Tools - Internet

- **www.ameren.com**
 - **Account Information (last 12 months)**
 - **Usage, demand**
 - **Availability**
 - **AmerenUE Missouri customers**
 - **Illinois rules restrict to <1 MW**



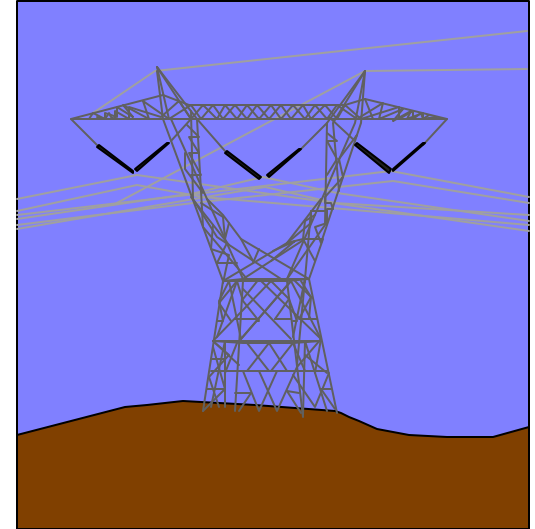
Customer Tools - Internet

- **www.ameren.com**
 - **Rate Information**
 - **Rate Analysis**
 - **Enter account number and rates**
 - **Rolled-out to AmerenCIPS initially**
 - **Expand to AmerenUE**

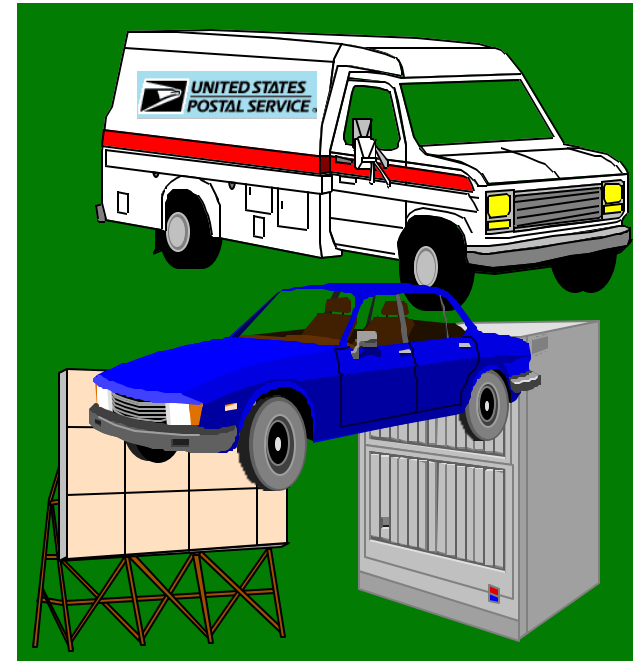


Traditional Services

- **“Poles and Wires”**
- **Regulated Tariffs**
- **Billing**
 - **EDI/EFT**
- **Power Quality Services**



- **Energy Efficiency**
 - **Areawide**
 - **GSA**
 - **Post Office**
- **Turn Key Leasing**
 - **Provides least cost financing**



What's in the Future ????



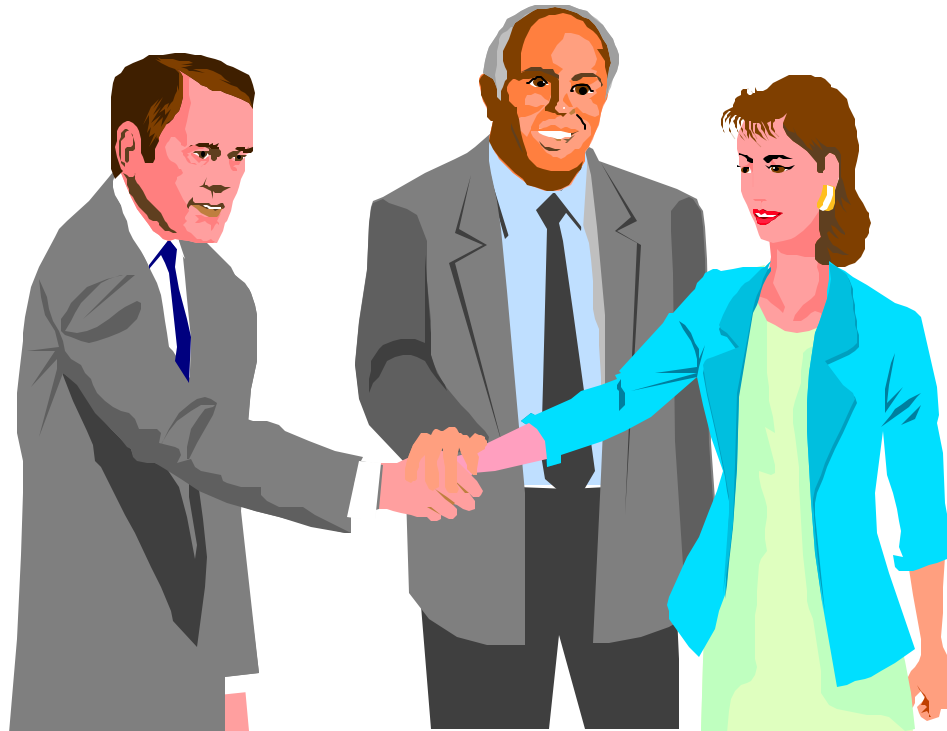


What's in the Future?

- **Information Age**
 - **Customer Self Help Tools**
 - **www.ameren.com**
- **Distributed Generation**
- **Innovative Tariffs**
- **Reliability Products**
- **Grow Energy Delivery Business**



What's in the Future?



Strategic Partnership

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